Animation Generation 2012

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DStv channel 301

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Ask kids what their favourite activities are, and the majority of them will answer drawing, and watching Cartoon Network (DStv channel 301). So, imagine how much they'll love a competition that requires them to do both AND stand the chance to win fantastic prizes for themselves and their schools. Prizes include loads of cash, exclusive Cartoon Network goodie bags, fabulous electronic gadgets, and much more!

What's it all about? It's Animation Generation – the exciting, nationwide initiative sponsored by Cartoon Network that promotes the art of illustration and celebrates imaginative creativity. Now in its seventh year, Animation Generation challenges South Africa's primary school learners to explore their artistic talents while having lots of fun.

The 2012 Animation Generation poster competition focuses on "The Amazing World of Gumball", the action-packed, popular television show about the adventurous cat, Gumball, who has a flair for misadventure. To enter the competition, all learners need to do is draw a **NEW** character for "The Amazing World of Gumball", and incorporate their character into a colourful poster design.

There are only two conditions: the learners' work must be original (so no tracing); and as imaginative and as original as possible!

The top three entries in each of three age groups (6 to 8-years-old; 9 to 11-years-old; and 12 to 14 years-old) will be shown on Cartoon Network, giving the winning learners the thrill of having their artwork displayed throughout South Africa and even internationally.

The primary aim of Animation Generation is to encourage learners to draw cartoon characters and express their creative talents. The 2012 Animation Generation poster competition challenges learners to experiment with and use different drawing styles as they **design and draw their new character for "The Amazing World of Gumball".**

PRIZES

There are fantastic prizes for the top three learners in each of the three age category and their respective schools. There's also a generous prize for the school that submits the most quality entries!

Take a look at what's at stake:

	Learner prizes	School prizes
1st	• iPad • Cartoon Network goodie bag • Winning artwork shown on Cartoon Network	R7,000,00 cash
2nd	• Blackberry • Cartoon Network goodie bag • Winning artwork shown on Cartoon Network	R4,000,00 cash
3rd	• iPod • Cartoon Network goodie bag • Winning artwork shown on Cartoon Network	R1,000,00 cash
	Overall winning school	R10,000.00 cash

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Entry Specifications

Only entries that meet the following specifications will be considered:

1. The artwork has to be of a new character for "The Amazing World of Gumball".
2. The drawing must be A3 (i.e. 197 mm x 420 mm) in size.
3. The artwork should fill the page and must be drawn as clearly as possible (so that it can be displayed clearly on Cartoon Network if it is chosen as one of the winning entries).
4. Any artistic medium (or combination of various artistic mediums) may be used – whether chalk, paint, pastels or even pencil crayons.
5. In addition to the new character designed and developed by the entrant, entries should only feature characters from Cartoon Network's "The Amazing World of Gumball" – i.e. Mom, Dad, Anais, Darwin and Gumball Watterson (the characters can be researched by visiting CartoonNetworkAfrica.com or by watching "The Amazing World of Gumball" on DStv 301).
6. Entries that feature any other cartoon stars (such as Superman, Sponge Bob or Pokémon) will automatically be disqualified.

Please note:

- The drawings of Cartoon Network's "The Amazing World of Gumball" characters do not have to be exact replicas of those shown on the channel. Just as artists interpret their models differently, so individual learners re entitled to interpret the characters as they see them. Moreover, tracing of any characters will disqualify the entrant.
- All entries will become the property of Cartoon Network, and the artwork will therefore not be returned. If desired, please make a copy of the poster before submitting it, for your own records.

Entry deadline: 3 September 2012 (no late entries will be accepted).

Judging Criteria

Cartoon Network is synonymous with fun, such that the main criterion is a cartoon character that will make people laugh through the creative use of characterisation; and that will add entertainment value to "The Amazing World of Gumball".

In addition, an independent panel of judges will use the following key criteria to evaluate all qualifying entries:

1. Unique and innovative thinking
2. Imaginative creativity
3. Bright, bold and confident work
4. Original ideas, with plenty of humour (great drawing skills are of secondary importance)
5. Use only of Cartoon Network's "The Amazing World of Gumball" characters (other cartoon characters will automatically disqualify the entry)
6. Individually drawn characters and other objects (tracing of the Cartoon Network characters will disqualify the entry)

Competition Rules

1. The 2012 Animation Generation poster competition is open to residents of South Africa between the ages of six and 14 years, who are bona fide learners at registered schools within the country's borders. No purchase is necessary.
2. Employees of Turner Entertainment Networks International Ltd ("Cartoon Network"), and their respective parent, subsidiaries and affiliated entities and agencies, or their immediate family members, are not eligible to enter.
3. Only entries that satisfy the entry criteria, as detailed in the promotional material relating to the competition, will be considered.
4. Entries may be hand-delivered to HDI Youth Marketeers, Animation Generation Poster Competition Entries, The White House, 168 Grosvenor Road, Bryanston, 2191; or mailed to HDI Youth Marketeers, Postnet Suite 331, Private Bag X 51, Bryanston, 2021.
5. The closing date for the competition is **3 September 2012**, and no late entries will be accepted.
6. Cartoon Network accepts no responsibility for late, misdirected, lost, undelivered or illegible entries.
7. By entering the competition, entrants agree that, should their work be selected as a winner, they consent to their artwork being shown on Cartoon Network throughout the world in perpetuity. Once the winners are chosen, their respective schools will be requested to complete a form to this effect (to be supplied by Cartoon Network). Failure to complete such a certificate will entitle Cartoon Network to select a new winner.
8. Entries will be adjudicated in the three age categories specified. The top three entries in each of these age groups will be rewarded with the prizes stated in the promotional material and their artwork will be displayed on Cartoon Network.
9. The winning entrants will be notified telephonically and in writing within three months of the closing date of the competition.
10. Prizes are as stated in the promotional material. They are not transferable and may not be exchanged for cash equivalents. However, Cartoon Network reserves the right to substitute any prize of like value in the event that the awarded prize is unavailable for any reason whatsoever. Images shown of prizes, both in print and on air, are to be regarded as examples only. Cartoon Network likewise reserves the right to provide prizes of similar nature and value, but of different make or specifications.
11. All entries submitted will become the property of Cartoon Network and will not be returned either to the entrants or their respective schools.
12. Cartoon Network, its parent, subsidiary, affiliated and associated companies accept no responsibility or liability for injury or loss to any person or property relating to the award of any prize. All prizes are subject to the terms and conditions of the manufacturer or supplier.
13. By entering the competition, entrants consent to the use of personal information supplied in the entry form for the purposes of administering the competition and distributing the prizes. For entrants under the age of 16-years-old, the consent of their parent and/or guardian is assumed.
14. The promoter of Animation Generation – Turner Entertainment Network International Limited, Turner House, 16 Great Marlborough Street, London, W1F 7HS, United Kingdom – shall not bear any tax liability for any prize. Individual winners, their parent and/or guardian are responsible for any tax liability arising from the award and/or receipt of any prize.

Entries should be sent to one or other of the following addresses, to arrive before the closing date of 3 September 2012.

For hand delivery
HDI Youth Marketeers
Animation Generation Competition Entries
The White House
168 Grosvenor Road
Bryanston
2191

For postal delivery
HDI Youth Marketeers
Animation Generation Competition Entries
Postnet Suite 331
Private Bag X 51
Bryanston
2021

Entry Check List

Before submitting your school's entries, please check that each entry has the following:

1. The artist's name and age clearly written on the back of their poster, along with his/her date of birth.
2. The name of the entrant's school, the contact person at the school, as well as the school's telephone number and physical address.

Please also include a covering note, stating the total number of entries submitted by your school – remember that the school that submits the most quality entries will win **R10,000.00** in cash!

For additional information, contact HDI Youth Marketeers on (011) 706 6016

In the meantime, we wish you and the budding artists among your school's learner-base loads of Animation Generation fun as you explore their individual and collective talents. Who knows? Your school could be the home of the Hanna and Barbera of the future, not to mention richer by winning one of the cash prizes up for grabs!

Kind regards
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